

Rep Order# 6847265 Ver# 1 Status New Traffic Order# Printed: 08/31/2012 7:52 AM 1 of 6

EC'd Yes Last Received: 08/29/2012 9:16 AM

Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA. Agency () NATIONAL MEDIA RESEARCH PLANNING Rep Firm
Advertiser () N.R.C.C. IE & PLACEMENT, 815 SLATER LANE Sales Office () PHILADELPHIA
Product N.R.C.C. IE ALEXANDRIA, VA 22314 Salesperson () ANJIE BRADY
Estimate# 2962 Agency C/P1/P2/E 155/426/2962 Flight Dates 10/19/2012 - 10/25/2012 Salesperson Phone# 215-567-6005
Buyer Tracey Robinson Hiatus Weeks Salesperson FAX# 215-567-5938
Phone#
Fax#

-- CONTRACT COMMENT --

CLIENT: NATIONAL REPUBLICAN CONGRESSIONAL COMMITTEE SC=*

-- REMARKS --

THIS IS A NEW ISSUE ORDER
CONTRACT TOTAL IS \$40,025
PLS CONFIRM ASAP
THANKS ANJIE FOR ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	1	F	5A-6A	WAVY NEWS-5A	:30	\$500.00	10/19-10/19	1	1	1	\$500.00	
	2	M	5A-6A	WAVY NEWS-5A	:30	\$500.00	10/22-10/22	1	1	1	\$500.00	
	3	TU	5A-6A	WAVY NEWS-5A	:30	\$500.00	10/23-10/23	1	1	1	\$500.00	
	4	W	5A-6A	WAVY NEWS-5A	:30	\$500.00	10/24-10/24	1	1	1	\$500.00	
	5	TH	5A-6A	WAVY NEWS-5A	:30	\$500.00	10/25-10/25	1	1	1	\$500.00	
	6	F	6A-7A	WAVY NEWS-6A	:30	\$1,500.00	10/19-10/19	1	1	1	\$1,500.00	
	7	M	6A-7A	WAVY NEWS-6A	:30	\$1,500.00	10/22-10/22	1	1	1	\$1,500.00	
	8	W	6A-7A	WAVY NEWS-6A	:30	\$1,500.00	10/24-10/24	1	1	1	\$1,500.00	
	9	F	430A-5A	WAVY NEWS-430A	:30	\$125.00	10/19-10/19	1	1	1	\$125.00	
	10	M	430A-5A	WAVY NEWS-430A	:30	\$125.00	10/22-10/22	1	1	1	\$125.00	
	11	TU	430A-5A	WAVY NEWS-430A	:30	\$125.00	10/23-10/23	1	1	1	\$125.00	

Station WAVY-TV NORFOLK, VA.
Advertiser () N.R.C.C. IE
Product N.R.C.C. IE
Estimate# 2962
Buyer Tracey Robinson
Phone#
Fax#

Agency () NATIONAL MEDIA RESEARCH PLANNING
& PLACEMENT, 815 SLATER LANE
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 155/426/2962
Flight Dates 10/19/2012 - 10/25/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	12	W	430A-5A	WAVY NEWS-430A	:30	\$125.00	10/24-10/24	1	1	1	\$125.00	
	13	TH	430A-5A	WAVY NEWS-430A	:30	\$125.00	10/25-10/25	1	1	1	\$125.00	
	14	SA	6A-7A	WAVY NWS SAT6A	:30	\$300.00	10/20-10/20	2	1	2	\$600.00	
	15	SA	7A-8A	WAVY NWS SAT7A	:30	\$400.00	10/20-10/20	2	1	2	\$800.00	
	16	SA	8A-10A	SATURDAY TODAY	:30	\$500.00	10/20-10/20	1	1	1	\$500.00	
	17	SU	6A-7A	WAVY NWS SUN6A	:30	\$300.00	10/21-10/21	1	1	1	\$300.00	
	18	SU	7A-8A	WAVY NWS SUN7A	:30	\$400.00	10/21-10/21	1	1	1	\$400.00	
	19	SU	8A-9A	SUN TODAY	:30	\$500.00	10/21-10/21	2	1	2	\$1,000.00	
	20	F	9A-10A	TODAY SHW2	:30	\$300.00	10/19-10/19	1	1	1	\$300.00	
	21	M	9A-10A	TODAY SHW2	:30	\$300.00	10/22-10/22	1	1	1	\$300.00	
	22	TU	9A-10A	TODAY SHW2	:30	\$300.00	10/23-10/23	1	1	1	\$300.00	
	23	W	9A-10A	TODAY SHW2	:30	\$300.00	10/24-10/24	1	1	1	\$300.00	
	24	TH	9A-10A	TODAY SHW2	:30	\$300.00	10/25-10/25	1	1	1	\$300.00	
	25	F	12P-1P	WAVY NEWS10-NN	:30	\$150.00	10/19-10/19	1	1	1	\$150.00	
	26	M	12P-1P	WAVY NEWS10-NN	:30	\$150.00	10/22-10/22	1	1	1	\$150.00	
	27	TU	12P-1P	WAVY NEWS10-NN	:30	\$150.00	10/23-10/23	1	1	1	\$150.00	
	28	W	12P-1P	WAVY NEWS10-NN	:30	\$150.00	10/24-10/24	1	1	1	\$150.00	

Last Received: 08/29/2012 9:16 AM

Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.

Advertiser () N.R.C.C. IE

Product N.R.C.C. IE

Estimate# 2962

Buyer Tracey Robinson

Phone#

Fax#

Agency () NATIONAL MEDIA RESEARCH PLANNING Rep Firm

& PLACEMENT, 815 SLATER LANE

ALEXANDRIA, VA 22314

Agency C/P1/P2/E 155/426/2962

Flight Dates 10/19/2012 - 10/25/2012

Hiatus Weeks

Sales Office () PHILADELPHIA

Salesperson () ANJIE BRADY

Salesperson Phone# 215-567-6005

Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	29	TH	12P-1P	WAVY NEWS10-NN	:30	\$150.00	10/25-10/25	1	1	1	\$150.00	
	30	F	530P-6P	WAVY10NWS-5.30	:30	\$700.00	10/19-10/19	1	1	1	\$700.00	
	31	M	530P-6P	WAVY10NWS-5.30	:30	\$700.00	10/22-10/22	1	1	1	\$700.00	
	32	TU	530P-6P	WAVY10NWS-5.30	:30	\$700.00	10/23-10/23	1	1	1	\$700.00	
	33	W	530P-6P	WAVY10NWS-5.30	:30	\$700.00	10/24-10/24	1	1	1	\$700.00	
	34	TH	530P-6P	WAVY10NWS-5.30	:30	\$700.00	10/25-10/25	1	1	1	\$700.00	
	35	F	6P-630P	WAVY NEWS10-6	:30	\$1,000.00	10/19-10/19	1	1	1	\$1,000.00	
	36	M	6P-630P	WAVY NEWS10-6	:30	\$1,000.00	10/22-10/22	1	1	1	\$1,000.00	
	37	TU	6P-630P	WAVY NEWS10-6	:30	\$1,000.00	10/23-10/23	1	1	1	\$1,000.00	
	38	W	6P-630P	WAVY NEWS10-6	:30	\$1,000.00	10/24-10/24	1	1	1	\$1,000.00	
	39	TH	6P-630P	WAVY NEWS10-6	:30	\$1,000.00	10/25-10/25	1	1	1	\$1,000.00	
	40	SA	6P-630P	WAVY NEWS10-6	:30	\$350.00	10/20-10/20	1	1	1	\$350.00	
	41	SU	6P-7P	WAVY NEW10-6	:30	\$350.00	10/21-10/21	2	1	2	\$700.00	
	42	F	7P-730P	ENT TONIGHT 30	:30	\$600.00	10/19-10/19	1	1	1	\$600.00	
	43	M	7P-730P	ENT TONIGHT 30	:30	\$600.00	10/22-10/22	1	1	1	\$600.00	
	44	TU	7P-730P	ENT TONIGHT 30	:30	\$600.00	10/23-10/23	1	1	1	\$600.00	

Station WAVY-TV NORFOLK, VA.
Advertiser () N.R.C.C. IE
Product N.R.C.C. IE
Estimate# 2962
Buyer Tracey Robinson
Phone#
Fax#

Agency () NATIONAL MEDIA RESEARCH PLANNING
& PLACEMENT, 815 SLATER LANE
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 155/426/2962
Flight Dates 10/19/2012 - 10/25/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	45	W	7P-730P	ENT TONIGHT	:30	\$600.00	10/24-10/24	1	1	1	\$600.00	
	46	TH	7P-730P	ENT TONIGHT	:30	\$600.00	10/25-10/25	1	1	1	\$600.00	
	47	M	730P-8P	INSIDER	:30	\$600.00	10/22-10/22	1	1	1	\$600.00	
	48	W	730P-8P	INSIDER	:30	\$600.00	10/24-10/24	1	1	1	\$600.00	
	49	TH	730P-8P	INSIDER	:30	\$600.00	10/25-10/25	1	1	1	\$600.00	
	50	SA	7P-8P	ENT TONITE	:30	\$300.00	10/20-10/20	1	1	1	\$300.00	
	51	M	8P-10P	THE VOICE	:30	\$2,200.00	10/22-10/22	1	1	1	\$2,200.00	
	52	F	10P-11P	DATELINE FR-NBC	:30	\$900.00	10/19-10/19	1	1	1	\$900.00	
	53	SU	7P-810P	FTBL NITE AMRCA	:30	\$1,200.00	10/21-10/21	1	1	1	\$1,200.00	
	54	F	11P-1135P	WAVY NEWS10-11	:30	\$800.00	10/19-10/19	1	1	1	\$800.00	
	55	M	11P-1135P	WAVY NEWS10-11	:30	\$800.00	10/22-10/22	1	1	1	\$800.00	
	56	TU	11P-1135P	WAVY NEWS10-11	:30	\$800.00	10/23-10/23	1	1	1	\$800.00	
	57	W	11P-1135P	WAVY NEWS10-11	:30	\$800.00	10/24-10/24	1	1	1	\$800.00	
	58	TH	11P-1135P	WAVY NEWS10-11	:30	\$800.00	10/25-10/25	1	1	1	\$800.00	
	59	SA	11P-1130P	WAVY NEWS10-11	:30	\$800.00	10/20-10/20	1	1	1	\$800.00	
	60	SU	1145P-12A	NWS FOLO FTBL	:30	\$800.00	10/21-10/21	1	1	1	\$800.00	

EC'd Yes Last Received: 08/29/2012 9:16 AM Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA. Agency () NATIONAL MEDIA RESEARCH PLANNING Rep Firm Sales Office () PHILADELPHIA
Advertiser () N.R.C.C. IE & PLACEMENT, 815 SLATER LANE Salesperson () ANJIE BRADY
Product N.R.C.C. IE ALEXANDRIA, VA 22314
Estimate# 2962 Agency C/P1/P2/E 155/426/2962 Salesperson Phone# 215-567-6005
Buyer Tracey Robinson Flight Dates 10/19/2012 - 10/25/2012 Salesperson FAX# 215-567-5938
Phone# Hiatus Weeks
Fax#

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	---	---	---	---	---	---	---	---	---
	61	F	1135P-1235A	TONITE SHW	:30	\$300.00	10/19-10/19	1	1	1	\$300.00	
	62	M	1135P-1235A	TONITE SHW	:30	\$300.00	10/22-10/22	1	1	1	\$300.00	
	63	TU	1135P-1235A	TONITE SHW	:30	\$300.00	10/23-10/23	1	1	1	\$300.00	
	64	W	1135P-1235A	TONITE SHW	:30	\$300.00	10/24-10/24	1	1	1	\$300.00	
	65	TH	1135P-1235A	TONITE SHW	:30	\$300.00	10/25-10/25	1	1	1	\$300.00	
	66	SA	1130P-1A	SAT NITE LIVE	:30	\$500.00	10/20-10/20	1	1	1	\$500.00	

--REPORT TOTALS--
Report Totals: 70 / \$40,025.00

--SALES MONTHLY TOTALS--

Oct 12: 70 / \$40,025.00
Sales Totals: 70 / \$40,025.00
Station Totals: 70 / \$40,025.00
Lines not sent/rcld/rtrn: 0 / \$0.00

--COMPETITIVE--

Market Totals	\$83,385	CATV 0%	WAVY 48%	WGNT 3%	WPXV 0%	WTKR 11%
		WTVZ 4%	WVBT 15%	WVEC 19%		

--COMPETITIVE COMMENTS--
COMPETITIVE IS ESTIMATED

EC'd YesLast Received: 08/29/2012 9:16 AMShowing Buylines: All Lines

Station WAVY-TV NORFOLK, VA. Agency () NATIONAL MEDIA RESEARCH PLANNING Rep Firm
Advertiser () N.R.C.C. IE & PLACEMENT, 815 SLATER LANE Sales Office () PHILADELPHIA
Product N.R.C.C. IE ALEXANDRIA, VA 22314 Salesperson () ANJIE BRADY
Estimate# 2962 Agency C/P1/P2/E 155/426/2962 Salesperson Phone# 215-567-6005
Buyer Tracey Robinson Flight Dates 10/19/2012 - 10/25/2012 Salesperson FAX# 215-567-5938
Phone# Hiatus Weeks
Fax#

Demos RA3564

--- CREDIT RISK ---
CASH IN ADVANCE